

Your
Personal Brand

Workbook

Step up to stand out



Your Personal Brand

Navigation

Use the *tabs* along the top of each page to jump to the beginning of any section.

Use ◀ *previous* / *next* ▶ arrows to progress through each section.

▶ *Video or audio link*

i *PwC website resource*

Your name



*Step up to
stand out*

Step up to stand out

In today's marketplace, it's tough to stand out. Good grades and lots of extracurricular activities won't guarantee that you'll land the job of your dreams, or that you'll even land an interview. There are many qualified candidates out there. The secret to standing out is to impress recruiters with the unique and authentic *you*—in person, on paper, and online.

Your personal brand matters

Your brand is your reputation. It's your calling card. It's what you're known for and how people experience you. It's about bringing *who* you are to *what* you do and *how* you do it. Delivering your brand clearly and consistently will create a memorable experience in the minds of those you interact with and can open doors to new opportunities.

Make your plan

This personal brand experience is your opportunity to learn more about yourself so you can identify your unique skills, strengths, and talents. It's your chance to tap into your values and passions to find your purpose. These areas form the foundation of your personal brand and can help you chart a course for your career and can position you to reach your goals.

Use this workbook to guide you through a series of interesting and revealing activities to help you:

- Soar with your strengths
- Tap into your values
- Pursue your passions
- Define your purpose

Each activity will involve you getting introspective to figure out key elements of what makes you unique. You'll *document* your ideas, then you'll dig deeper to *distill* what's most relevant. From there, you'll *validate* your responses and then *activate* them via a concrete action plan. It's that easy.

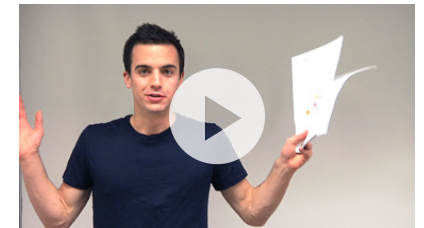
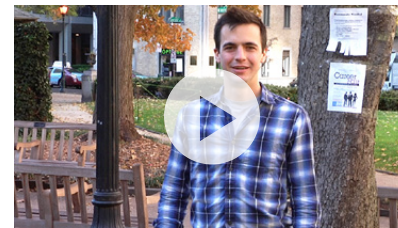
i After completing these activities, click on the *Market Yourself* tab of the website to guide you through converting your workbook inputs into tangible career marketing tools such as:

- Your résumé
- Your bio
- Your online profiles

The website also has valuable tips on interviewing, networking, and creating a strong first impression. Take advantage of these resources so you can stand out by being your best self. This is your chance to really shine. Make the most of it!



If you want to see how this works, check out the *before* and *after* personal brand experience videos of Jason to see how his personal brand experience helped him maximize and articulate his strengths and find the career path that was right for him. You'll also see his notes throughout the workbook to get a sense of how things played out for him.



Good luck and enjoy the journey!

▼

*Soar
with your
strengths*

Soar with your strengths

People with strong brands are clear about who they are. They know and maximize their strengths. Now is your chance to uncover and define the unique skills that make you stand out from the crowd.

i If you didn't already complete the survey on the *Get Started* tab—access this [link](#) to do it now. Remember, building your brand starts with having clarity on your strengths—what you see in yourself and what others see in you. By getting that external feedback, you can validate what you think are your “stand out” qualities.



While you're waiting for feedback, dive in and get started by following the guidance in this section.

Document

Use the questions below to help uncover your inner star.

1. *What was the most successful project I ever tackled, and what made me successful?*

2. *What was the most important team role I ever fulfilled and why?*

3. *When faced with an overwhelming obstacle, what's my “go to” skill to overcome it?*

4. *What are the strengths that others acknowledge in me?*

Distill

Dig deeper to identify themes and key strengths you want to put on center stage.

1. What strengths and skills came up over and over again?

3. What skills have I mastered but would rather not use every day?

2. Which skills do I enjoy using as often as possible, regardless of the task?

4. Which strengths and skills are going to be most helpful as I begin my career search?



5. What skills are missing? What skills would I like to build but have not yet had the opportunity to practice?

Distill

Write your *top five strengths* on the spaces in the diagram below. For example, you might use words like “creative,” “relationship-builder” or “make the complex simple.”

After that’s done, you can start to validate your self-perception with feedback from others.



1.

.....

.....

2.

.....

.....

3.

.....

.....

you

4.

.....

.....

5.

.....

.....

Validate

Up until now, the exercise has been focused on your own perceptions. Now, it's time to validate what you documented about yourself. How do others experience your strengths? Would they agree with your assessment?

You have three options for completing this part of the process. Do any one (or more) of these, then use the feedback responses to update your strengths diagram on the prior page.

Option 1

If you haven't already done so, use the *Personal Impact Survey* to get input from people from all walks of your life who know you well. Include friends, family, classmates, teachers, mentors, employers, community leaders, and others who know what you're like as an individual or as part of a team. Ask them to complete the survey and return it to you within a week. People will be more likely to complete it candidly if they know their feedback will be anonymous.



Option 2

Complete this phrase and post it to your Facebook wall.

As part of PwC's Personal Brand Experience, I completed an exercise to help me identify my strengths. I came up with "Strength 1, Strength 2, Strength 3." What do you think are my greatest strengths?

Option 3

Ask those who know you well what they think sets you apart from others, then compare their responses to your self-assessment. You could do this in person, via a paper based version of this survey, or through email or social media. Use whichever option you think may give you the most honest responses to help you complete your profile.

Activate

Follow the *3 Cs*—*clarify, communicate, capitalize*—to ensure you have a good game plan to maximize your strengths as part of your day-to-day activities and with potential employers.

Area	Description	Action to take	Completed (Y/N)
1. Clarify	Know your strengths—from your perspective and the perspective of others who know you well	Complete the <i>strengths diagram</i> with your top 5 strengths	
2. Communicate	Share your strengths effectively in person, on paper, and online	Infuse your strength words into <i>your elevator pitch, résumé, bio, and online profiles</i>	
3. Capitalize	Find opportunities that require and will showcase your strengths	Select <i>leadership and volunteer opportunities</i> that leverage your strengths and build your visibility	



*Weaken your
weaknesses*

Weaken your weaknesses

Everyone has weaknesses. Even Superman had his Kryptonite. Weaknesses might simply be things that don't interest you, or areas where you haven't focused your energies. After all, there is only so much time in the day.

Weaknesses can range anywhere between benign to toxic to your dreams. They can be a sign of:

1. Lack of interest: It's just not your thing.
2. Lack of education or training: You decided to skip "Invented Languages: Klingon and Beyond."
3. Lack of capacity: The job requires an 800 lb. gorilla and you are human.
4. Overused strengths: You may be overusing your "go to" strengths to the point where they serve as a detractor. (Example: You pride yourself on being flexible, but it's coming across as wishy-washy and indecisive.)

You've probably heard the expression, "keep your friends close; keep your enemies closer." The same is true of strengths and weaknesses. It is really important to know both. That way you can say "yes" to those things that employ your greatest strengths, and you can say "no" to activities that aren't going to serve your deeper purpose. Let's get started!

Document

Use the questions below to identify your personal Kryptonite.

1. What are the weaknesses that I am aware of?

2. When working on a team, what roles do I avoid that may be important to my goals?

3. When faced with an overwhelming obstacle, what's most likely to cause me to give up?

4. What was the least successful project I have ever tackled and what tripped me up?

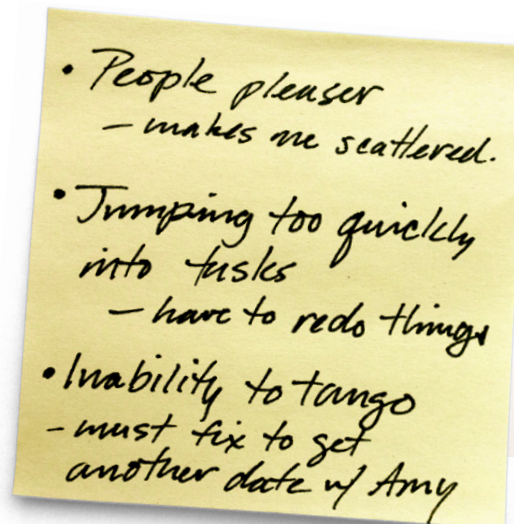
Distill

Go deeper and identify three weaknesses that you want to overcome because they may hinder your ability to achieve your goals.

1.

2.

3.



Validate

What do others see as your weaknesses? Use the results from the Personal Impact Survey that you completed earlier.

*1. Did anyone identify a weakness that you weren't already aware of?
List them here:*

3. Look at the weaknesses that you and others identified. Which weaknesses are not essential to your career goals? (For example: if someone said you have terrible handwriting, you may not care too much if you can leverage a computer for written communications.) These weaknesses are not a great place to focus your attention.

2. Did you discover that others saw strengths in you that you thought were weaknesses? List them here:

*4. Which weaknesses might hold you back from getting where you need to go?
This is where you'll want to focus your energy.*

Activate

Follow the **3 Ms**—*mitigate, manage, master*—to ensure you’ve got a good game plan to weaken your weaknesses.

Area	Description	Action to take	Completed (Y/N)
1. Mitigate	Minimize the impact of your weaknesses by choosing fields/projects that don’t require skills that lie in your weak zone. Or find a way to outsource the “weak areas” to another teammate so you can leverage your strengths.	Identify weaknesses that can be mitigated by leveraging strengths or other resources (See question 3).	
2. Manage	Focus only on those weaknesses that may be holding you back from achieving your goals.	Identify weaknesses that need remediation (See question 4).	
3. Master	Seize opportunities to build this skill so it will serve you well. Consider leveraging the help of a mentor to turn your weakness into a strength (or at least develop it so it won’t hold you back).	Identify skill building opportunities and create an action plan in the table below.	

From these questions, create a plan. Don’t go crazy—pick three or less. You’re busy on many fronts. What skills are missing? What skills would I like to build but have not yet had the opportunity to practice? What weaknesses would I like, or need, to turn into strengths?

Skill	Current level	Mentor	Resources/opportunity

*Tap into
your values*

Tap into your values

A good way to figure out what makes you tick is to look at your values. Think of them as your personal compass—they give direction to the choices you make and the way you behave.

At this point, you're probably making important decisions about your future—whether it's choosing courses that lead to a career path, figuring out which internship to pursue, or deciding where to focus your time and effort.

If you're able to pursue activities and interests that are in line with your values and what's important to you at a core level, you will be less stressed. You'll also save energy and lower conflict—internally and with others. Your values can point your decision making in the right direction so you can spend your time in the “right” areas for you. There's nothing more powerful than aligning *who* you are with *what* you do and *how* you do it and spending your time on pursuits that have meaning to you.

Sometimes values seem nebulous. They can be hard to define until someone or something violates them. If you need help to clarify your values, think about some of the most memorable conflicts you've had in your life. Examine them closely for the essence of what really bugged you. What crossed the line? What value did that violate? Chances are, if you remember the conflict, it's because it touched on one of your key values.

Here are a couple of quick examples:

You're assigned to work on a group project. You're a diligent “A” student determined to graduate with honors. One of your teammates is happy to skate along without putting in any effort, even on the parts of the project for which he is responsible. You feel your blood boil any time you're around him because your values of accountability and accomplishment are clearly violated.

You said something to your good friend in strictest confidence, only to find that your friend shared that with someone else. You feel completely betrayed and will no longer trust your good friend. Your values of trustworthiness and loyalty were violated, and you will operate “on guard” from now on.

In this three-part activity, you're going to identify your top values, define them, then assess whether you're living in alignment with what's truly important to you. So let's get started.

Document

Identify your top five values and find your true north.

- Go through the list of values below. Eliminate words that don't resonate with you and put a check mark next to the values that are important to you.
- Review the short list of values you checked, pick your top five, and write them on the next page. If you have a value that's not on the list, feel free to add it in the space provided.



Values

Accessibility	Courage	Empathy	Honesty	Originality	Speed
Accomplishment	Creativity	Enthusiasm	Humor	Passion	Spirituality
Accountability	Curiosity	Excellence	Imagination	Peace	Spontaneity
Accuracy	Dependability	Experience	Impact	Perfection	Stability
Adventure	Determination	Expertise	Independence	Power	Strength
Affection	Clarity	Fairness	Integrity	Prosperity	Success
Affluence	Comfort	Faith	Intelligence	Punctuality	Sympathy
Altruism	Commitment	Fame	Justice	Recognition	Teamwork
Ambition	Compassion	Family	Kindness	Relaxation	Understanding
Assertiveness	Completion	Fidelity	Knowledge	Reliability	Vision
Balance	Contentment	Flexibility	Leadership	Resourcefulness	Wealth
Bravery	Control	Fun	Learning	Respect	Winning
Calmness	Directness	Generosity	Love	Security	
Celebrity	Discipline	Grace	Loyalty	Sensitivity	
Challenge	Diversity	Growth	Mindfulness	Significance	
Charity	Efficiency	Health	Optimism	Sincerity	

Distill

Define your values by what they mean to you.

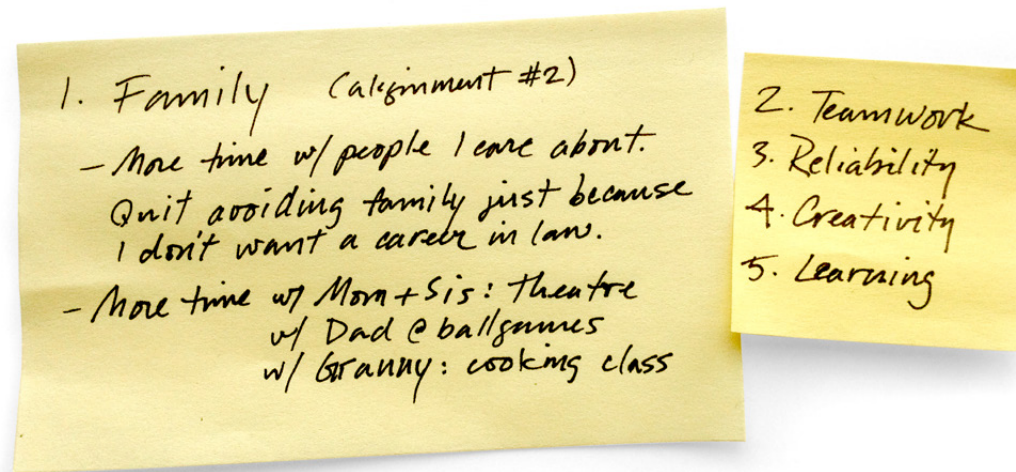
It's important to be clear about the meaning behind the values you chose. Sometimes two people can have different interpretations of the same word. For example, to one person, *flexibility* means being agile in your work style on a day-to-day basis; to another, *flexibility* means being interested in working on a variety of different projects that are thrown your way.

To get started, list your top five values to the right in order of importance. Then define what that value looks like in your world.

Validate

You've picked your top five values and have defined what they mean to you. But are you living in alignment? Are you building your life around what's important to you? It's time to see if you're "walking the talk" through a quick self-assessment.

For each value in the chart to the right, give yourself a score of 1 to 5, where 1 indicates *I am really not living this value* and 5 indicates *I live this value so consistently, I could be the poster child for this value*. Think about whether or not others would be able to see this value in your day-to-day interactions. Be honest!



#1 Value defined

Alignment

1 2 3 4 5

#2 Value defined

Alignment

1 2 3 4 5

#3 Value defined

Alignment

1 2 3 4 5

#4 Value defined

Alignment

1 2 3 4 5

#5 Value defined

Alignment

1 2 3 4 5

Activate

Take charge and make a change.

Select the one or two values that you feel are most critical to your success and happiness and that are potentially the most out of whack in your current lifestyle.

Come up with a plan on how you can bring this value back into focus. Make commitments. So, if your top value is *health*, and you're always parked on a couch chowing down chips and soda, make a change.

Studies show you're 33% more likely to commit to something once you put pen to paper on it. Another way to up your commitment level is to identify an *accountability partner* who can keep you motivated, honest, and on track. Studies also show that it takes 21 days to change a behavior into a habit. So get your pen and calendar out and let's make this happen!

Value needing alignment	Action plan and timeline	Accountability partner	Completed (Y/N)
.....			
.....			
.....			

*Pursue your
passions*

Pursue your passions

Your passions fuel your actions.
When you integrate your passions
into what you do, you're more
engaged and can create a power-
house of enthusiasm, engagement
and inspiration for those around you.

Passions can play a positive role, at work as well as at play.
They can:

- Re-energize you when another task or experience drains you
- Allow your subconscious to work on a problem while you're focused on something else that you really enjoy
- Create connection and camaraderie with others
- Provide a productive outlet for excess energy or stress
- Improve your memory and your mental, emotional and physical health

In this exercise, you'll have the opportunity to step back and think about your passions, how you can integrate them into what you do, and how you can connect them with your career goals.

Document

Let's begin by figuring out what gets you jazzed up. Enter your responses to the questions below:

.....
1. What would I do with my summer if money weren't an issue?

.....
2. What are my favorite activities?

.....
3. What type of people am I drawn to?

.....
4. What kind of stories in the news always capture my interest?

Distill

Now it's time to separate the passionate activities from the real passion that lies beneath. Yes, there's a difference! You need to do this in order to find ways to integrate your passions into your day-to-day activities, and even into your work.

What? Passion and work? That sounds like a counterintuitive match. But does it need to be?

Often, we can't see the connection between our passions and our work at first glance. But if you know *why* you're passionate about *what* you're passionate about, you can figure out *how* to infuse that into your day-to-day activities.

If you could figure out what it is about travel, skydiving or cooking that gets you excited, it will be easier to find a career that can use those passions—even if you're not destined to be the next Bear Grylls or Rachel Ray.

Before you try this at home, let's take a look at an example.

Passion #1: Skydiving

You are a busy college senior with a love of extreme sports. Lately, you've been really into skydiving. It's a complete rush for you to jump out of a plane and free-fall into the great unknown. You feel totally alive the moment you step out into the air, and you've recently recruited a few buddies to join you on your next excursion.

On the surface: Aside from being a skydiving guide or a green beret, there doesn't seem to be a strong career path tied to this interesting passion and hobby. It may score you some bragging rights here and there, but on a realistic level—it may be hard to come up with a practical career connection.

At a deeper level: Your love of skydiving is rooted in your love of risk taking. You thrive on jumping into the unknown, and have recently done a great job at bringing others (even skeptics) along for the ride.

Passion #2: Baking

Even though it's on the opposite side of the spectrum, you are also passionate about baking. No matter how busy or tired you are, you always find time and energy to make cupcakes or other sweet treats at least once a week and share them with others. It lowers your stress and can turn a bad day to good.

On the surface: No matter what all the Next Food Network Star shows might lead you to believe, the career of baking is tough to break into. And just because you love to bake doesn't mean you (or your waistline) would want to do it 24-7. Again, the side benefit is that you'll surely be popular bringing all those sweets to your future colleagues.

At a deeper level: The passions that lie beneath your passionate activity of baking is your love for taking raw ingredients and combining/transforming them into something great. You also enjoy sharing the fruits (or pastries) of your labors with others.

The connection point

You can now see some common threads between your true passions and your future career options.

You love the idea of risk taking. You embrace the unknown. You have a unique talent of taking a blank canvas of stuff and turning it into something great. You can energize people and bring them along for the ride. This is why you've always been fascinated by the realm of start-up companies or new product development. You realize that sort of career path might satisfy your passions at a much deeper level.

Distill

Now, take a look at your original responses and ask yourself these questions:

1. Was there a common thread across my responses?

Validate

It's time to put your passions to work. Which of your underlying passions are most important to you? Don't go crazy—let's just start with two.

Passion 1

2. Why do I love what I love? (What's the passion behind the passionate activity?)

Passion 2

Passion #1:
Baking + Coaching
Basketball

—love working with raw
ingredients (food + people)
to create something
incredible (a dessert
or a youth team).

Passion #2:

- Video games
- Doing things on
social media

—fascinated with
technology



Activate

Let's look at how you can use your passions to build your brand and possibly form the foundation of your career. Keep in mind that this is just another data point and stepping stone on your journey. The true power will be when you look across your strengths, values, and passions to arrive at your purpose.

1. How can you further explore your passion via volunteerism?

2. How can your passion form the foundation of your career goals? What types of career paths would value and leverage the underlying passions you uncovered? Talk with a trusted mentor and document your ideas below.

Define your purpose

Define your purpose

“Why am I here?” That’s a question that has, no doubt, rolled off the lips of many since cave men moved from grunting to speaking. Surely, like passions, this has an answer beyond the obvious. That’s a question that you may grapple with and refine over a lifetime. And it is yours alone to discover and define.

We all want to be accepted for being fully and authentically ourselves. Being your best self, and using your gifts and strengths in a way that creates a satisfying life, for you and those that matter to you, is the culmination of living life “on purpose.”

Exploring your thoughts about your purpose will help set you on the right path early in life. It’s pretty heavy concept, but an important one to explore. The activities in this section will help you take the first step. Lao Tzu, in *The Art of War*, said, “A journey of a thousand miles must begin with a single step.” Trust that wherever you go, you have been working to lay the foundation for making the best of the trip.

Exploring your purpose

Your purpose is your big picture, internal vision of what you would like to achieve. When you combine clear values, engage your passions and take “*on-purpose*” action, you can follow your personal road map to the destinations you choose.

Document

It is important to visualize the kind of future you want and to consider what you want to experience and accomplish in your life. How will you impact it will have on those around you as well as those you may never meet?

If you've never been through a guided visualization activity, this may feel a little awkward at first. The worst that could happen is that you get really relaxed...and fall asleep...and miss your next class or a new episode of the *X Factor*. If you find it hard to relax, consider repeating this again at a later date so you can experience the greatest benefit. Guided visualization works best when you find a quiet place and time where you will be undisturbed for at least 20 minutes.

You have three options for completing this activity:

The best option is to listen to an audio recording that will guide you through the exercise. If you're online, [click here](#) to listen. Before clicking the link, make sure you're in a comfortable position where you can close your eyes and relax. The activity will take around 5 minutes to listen and 15 minutes to explore and document the ideas that come to you.



The next best option, if using a paper-based workbook only, is to do this exercise when you're with a friend who can read the guided visualization script in the appendix. That way, you can relax and immerse yourself in the experience.

As a fallback option, if neither of the options above work, read the script, close your eyes and allow your mind to wander through the imagery before putting pen to paper.

Now, get comfortable. Turn off your inner cynic and let your imagination run free—barefooted.

Document your back to the future journey here

You can either write down the entirety of your thoughts or capture key elements. Write it in first person with an active voice, as though you were relaying the story to another person right now. "I am..." "I have..." "I enjoy..." "I will..."

Five years in the future:

- Landed dream job doing web advertising for start-up companies.
 - developing creative/high-impact marketing materials
 - travelling + meeting new people
 - working w/ new teams

- Still helping granny teach her baking classes + build her business.

- Mastered the Tango.
- Engaged to & Amy! &

Distill

Look at what you jotted down and identify the key ingredients that you saw in your future.

.....
1. What has been important to you?

.....
4. What are you working toward and/or what have you accomplished that gives you a sense of purpose?

.....
2. Who is on this journey with you?

.....
5. Where you are headed next?

.....
3. What you are doing that fuels your passion?

Validate

Look at your responses on the previous page. Do you see your values, passions and purpose showing up in your visualization?

Comments below:

Use different color highlighters to help you put all the fuel possible into your opportunity engine. For example, consider highlighting:

Values in blue Passions in green Purpose in orange

Are all the colors represented?

Did you learn anything new that you would add to your values, passions and purpose that are needed to meet your highest aspirations?

Comments below:

Activate

Take a look at what you have documented. Are any of the colors in short supply? If so, what are you doing now that could be fulfilling those needs?

List your *five favorite activities* in the table below. Next to each, place a check in the box if they feel in sync with your values, passions and purpose. If not, use the next 3 spaces provided to identify activities that you would enjoy that are better aligned that will create the impact you want to have on others in your life.

Activity	Values	Passions	Purpose
1			
2			
3			
4			
5			
6			
7			
8			

*Build your
brand
and make
an impact*

Build your brand and make an impact

Giving back is an outward expression of your values, passions and purpose and provides an opportunity to demonstrate your strengths. It's good for society. It's empowering and inspiring for you and those you will influence. And it's an important part of successful branding! In this exercise, you'll identify the philanthropic options that will be most meaningful to you.

Document

Clarifying your unique strengths, values, passions and purpose gives you great direction and criteria for what to say "yes" to and what to say "no" to when faced with the many opportunities and requests you will encounter over a lifetime. Let the work you have done to this point in your branding journey be your guide to choosing how you will use your time.

I want to use this giving back opportunity to:

- a. *Showcase a strength*
- b. *Develop a new skill*
- c. *Align my values*
- d. *Employ my passions*
- e. *Fulfill my purpose*

Distill

Now let's dig a little deeper to connect back to the work you just completed.

.....
Skills/Strengths: Which of the strengths you identified would you like to showcase, or which skill was missing that you'd like to build?

.....
Purpose: What might move you toward your internal vision for the future?

.....
Values: Which cause(s) might connect with the values that were top of your list?

.....
Goals: What is your goal for an internship or the job you would like to have when you graduate?

.....
Passions: What type of cause or organization might connect with the "root" passions you identified?

Distill

Refer to the two examples below:

Example 1**Skills/strengths:**

Relationship-building, collaboration

Values:

Respect, excellence, discipline, caring for others, generosity

Passions:

Animals (pets)

Goals:

Ideal first job out of school: working with a healthcare organization, working on developing therapies that help people

Purpose:

To lead a national initiative that influences the provision of alternative healthcare services to underserved and disadvantaged people

Potential organizations:

ASPCA, local non-profit veterinary clinic, Seeing Eye Dog Society, non-profit clinic for the homeless

Potential roles:

Welcome reception, greeting clients, working as part of a team to make animal issues visible, working across organizations getting them to collaborate

Example 2**Skills/strengths:**

Managing people, teaching, coaching

Values:

Teamwork, winning, competition, optimism, growth

Passions:

Sports, entrepreneurship

Goals:

First internship: working for a consulting firm that has high tech start-ups as clients, or working for a start-up

Purpose:

To launch a successful business that employs my love of sports and leverages my technical expertise for online delivery and engagement;
To deliver team and leadership training services based on sports theory

Potential organizations:

School extracurricular sports programs, Junior Achievement, Young Entrepreneurs Society, local small business associations, etc.

Potential roles:

Starting a sports organization at school, teaching and coaching students on Junior Achievement projects, managing a small project for an entrepreneurial organization

Validate

To put the wheels in motion, check out the websites and phone or tablet apps below for opportunities based on interests, causes, needs, skills and locations and focus on those that are in alignment with your values, purpose, passions, potential roles and goals outlined on the previous page.

Make it happen. Call or visit the organizations that sound like the best fit.

Volunteer for a day, a project, or a week to gift your service and test the fit with the volunteer opportunity. Even if it turns out not to be the best fit for you, both you and those receiving your service will have benefited and it will get you one step closer to clarifying what you want to do. Check your state and city website for additional opportunities in your area.

Many large employers have volunteer programs that can also link you to opportunities that will be a fit for your interests, so explore that option as well.

Resources

Organization	Description	Link
Hands On Network	Mobilizes millions of people to take action to change the world. Largest network of 250 local volunteer centers across the country and around the world	www.handsonnetwork.org
Do Something	Funding source for social change projects. 2.3 million members—all 25 years and under. Spearhead national campaigns and offer community action ideas.	www.dosomething.org/volunteer
Hud Portal for Volunteering	Links to major Federal and National volunteer programs and volunteer clearinghouses	portal.hud.gov/hudportal/HUD?src=/topics/volunteering
Catchafire	Register your skills and interests to find volunteer needs that match.	www.catchafire.org
Volunteer Match	Find local and virtual volunteer opportunities and organizations, by cause and by locale.	www.volunteermatch.org/about

Call Bill about
spearheading
local Race for
the Cure in
Spring.
555-25-9782

Resources continued

Organization	Description	Link
I Participate	Search for registered volunteer projects by zip code and by cause.	www.iparticipate.org/about-us
Serve—US gov	Learn about National and Community service. Access Toolkits to guide your service project idea.	www.serve.gov
Go Abroad Volunteer	Choose from a database of 6184 Volunteer Abroad programs or create your own opportunity by defining your interests and strengths.	www.goabroad.com/volunteer-abroad/search/volunteer-abroad-1
Habitat for Humanity	Local to international volunteer opportunities from swinging a hammer to office work to disaster preparedness, learn skills while doing good.	www.habitat.org
CausePub	Submit your book idea—whether it is written or not. Select your cause that it will help support and how this will support it. CausePub will determine how to make your book a success while serving the social cause.	www.causepub.com
RocketHub	Crowdfunding for causes with visibility through A & E Project Start UP. Offers Success School for building better projects and businesses.	www.rockethub.com

Smartphone and tablet apps

App name	Description
Volunteer Match	Mobile version of the website above.
The Extraordinaries	Social media platform for on-demand, on the spot, micro volunteering opportunities in increments from minutes to hours.
Habitat for Humanity	Mobile version of the website above.

*What's
next?*

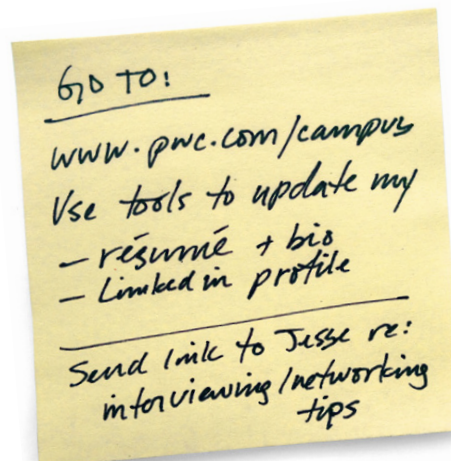
What's next?

Congratulations! You just completed the hardest part of building your brand. You dug deep and examined some big questions around your strengths, skills, values, passions and purpose. You asked others for feedback because your brand is held in the minds of those around you. So what do you do with all of this valuable information?



You market yourself. You create amazing career marketing tools that reflect the essence of who you are, not just what you've done. You're now clear on what makes you unique—so get ready to share that with the world.

Click here to go back to the [website](#) and so you can put your best foot forward when you market yourself—in person, on paper and online. There are lots of tips and resources around interviewing, networking, résumés, bios and social media presence. Make the most of these tools and get noticed!



Appendix

Guided imagery script

We are about to take a trip back to the future.

Get comfortable. Close your eyes and pay attention to your breathing. Breathe slowly in and out through your nose four times, with each breath becoming slower and allowing your body to become even more relaxed with each breath. (Pause)

Concentrate on your fingertips and see if you can feel your heartbeat in them. (Pause)

Once you have done that, allow yourself to feel your heartbeat in your chest while continuing to breathe in a slow and relaxed manner. (Pause)

You are ready now. Let's begin your journey back to the future.

It is 10 years in the future. You've graduated, found your first job and have really been establishing a life for yourself over these past 10 years. It feels good. (Pause)

When you checked the mail today you discovered the alumni invitation to your 10 year reunion.

So much has happened since you last saw some of your classmates. In ways, it probably feels like yesterday and in others, like a lifetime. (Pause)

Take a moment to reflect on the many changes that have transpired over these past 10 years.

You find yourself smiling as you're looking at the invitation. You run your fingers over the embossing of your school's emblem. Ten years. Can you believe it? It probably feels like a whirlwind. (Pause 5 seconds.)

You find yourself mentally and emotionally preparing yourself, rehearsing for the conversations you will have with your classmates and friends. You are thinking about the experiences and achievements that have given you the greatest sense of accomplishment. (Pause 5 seconds)

You're eager to share what you've done since school, what you're doing now, and what you hope to do in the next five years. (Pause 5 seconds.)

You think back to your first full-time job out of school. Remember what it felt like to get dressed that first morning, getting to work and hoping you were up to all of the challenges? (Pause 2 seconds.)

Were you ready? (Pause 3 seconds.)

Remember getting your own place for the first time? And celebrating your new-found freedom? Then later realizing all the bills that were now yours to pay? (Pause 5 seconds.)

Perhaps you are in a committed relationship. Maybe you're married? Or have started a family? Or maybe you're considering the many possibilities. Other than work, what are you looking forward to sharing about your life? (Pause 10 seconds)

What have you learned from negotiating and navigating your life, your work and the world? (Pause 10 seconds.)

What are you doing now, 10 years after graduation? And who is in your life? (Pause 10 seconds)

What impact are you having on those around you? (Pause 5 seconds)

What is next for you that will create the impact you hope to have on your work, life and the world? (Pause 15 seconds)

When you have finished reflecting, take several deep slow breaths, open your eyes and stretch.

Once you have fully reflected, document what you will be saying about the life you are leading, who is alongside you, and the impacts you aspire to have.

Thank you.

www.pwc.com/personalbrand